Sprite Online Competition Rules

Photoshoot Competition

- 1. This Promotional Competition ("Competition") is organised by Coca-Cola Africa (Proprietary) Limited ("Promoter").
- 2. The Competition is open to permanent residents and citizens of South Africa over the age of 13 (thirteen) years, in possession of a valid South African Identity Document or Birth Certificate, except any employee, director, member, partner, agent or consultant or any person directly or indirectly who controls or is controlled by the Promoter and/or immediate family members of any employee, director, member, partner, agent or consultant of or person indirectly or directly in control or controlled by the Promoter, its advertising agencies, advisers, dealers, suppliers and Bottlers of beverages identified by the trademarks owned by or licensed to The Coca-Cola Company, its affiliates and/or associated companies ("Disqualified Participants").
- 3. Participants under the age of 18 (eighteen), must have obtained the prior consent of their parents and/or legal guardians, and the parents and/or legal guardians must have read and accepted these rules, prior to the participant participating in the Competition.
- 4. By entering the Competition, all participants and the winner agree to be bound by these rules as interpreted by the Promoter, whose decision regarding any dispute will be final and binding. The Promoter reserves the right at any time without notice to amend, modify, or change these rules, and to postpone, suspend or cancel this Competition and any prizes (which have not yet been subject to a draw), or any aspect thereof, without notice at any time, for any reason which the Promoter reasonably deems necessary.
- 5. The Competition commences on 24 August 2016 and ends on 31 October 2016, both days inclusive. During this period, a total of 27 (twenty-seven) prizes and 1 (one) grand prize will be given away, with the winner of the grand prize being announced on 1 November 2016.
- 6. Entrants of the Competition will be shortlisted and eligible to win the grand prize. All valid entries received before the closing date will be reviewed by a panel of judges who will short-list the best entries at their discretion.
- 7. The winners will be notified via a direct message on Facebook, Twitter and Instagram, with a subsequent follow up call via telephone to confirm their details.
- 8. The 27 (twenty-seven) weekly prizes consist of the following:
 - a. 17 pairs of Beats by Dre headphones
 - b. 10x Canon EOS 1200DSLR cameras

The grand prize will comprise of a professional photoshoot to the value of R100 000. (One hundred thousand Rand)

- 9. Entrants will enter the Competition via the use of the hashtag #RefreshingLikeThat on Facebook, Twitter and Instagram, where applicable. To stand a chance of winning the prizes, entrants will need to do the following:
 - a. Submit a photograph showing either their squad goals or relationship goals within a passion point or sub-culture.
 - b. The judging panel will then select weekly prize winners for each week as per the breakdown below. The Judges' decision is final and no correspondence will be entered into.

	22-Aug	29-Aug	5-Sep	12-Sep	19-Sep	26-Sep	3-Oct	10-Oct	17-Oct	24-Oct	31-Oct	Total
Beats by Dre		1	1	1	2	2	2	2	2	2	2	17
Canon EOS		1	1	1	1	1	1	1	1	1	1	10

- 10. Participants may enter the Competition subject to the following:
 - a. No automated entries will be allowed and all entries must be made by a natural person manually on Facebook, Twitter and Instagram; and
 - b. If any entry was made in a manner which in the Promoter's discretion provides the participant with an unfair advantage over other entrants, such a Participant will be disqualified from this and all future competitions run by the Promoter.
- 11. The 1 (one) grand Prize winner will be selected via an audited random draw. The decision is final and binding and the Promoter will not enter into any correspondence regarding the decision.
- 12. Participants may enter this Competition as many times as they like provided they complete the entry mechanics set out in paragraph 10 above, each time. However, participants are only eligible for 1 (one) Prize under this Competition.
- 13. Once the possible winners are notified via direct message on Facebook, Twitter and Instagram, they will have 48 (forty-eight) hours to respond to the winner notification. If any possible winner fails to respond within 48 (forty-eight) hours, the Promoter reserves the right to draw another winner.
- 14. In order for the particular entries to be confirmed as valid, the Promoter will call the possible winners and conduct a Competition verification process. Participants, whose entries have been selected and have been confirmed as valid after the verification process, will be notified telephonically within 1 (one) week from the date that they have won and have been declared the winner. The Promoter will advise the winners when they will receive their Prize, which will be delivered to an agreed upon address. A lead time of 12 (twelve) weeks will be granted for the delivery of prizes.
- 15. The Prize winners are obligated to behave responsibly and comply with the Competition rules and all reasonable requests of the Promoter and its agents.
- 16. The Prizes are neither transferable nor redeemable for cash. The Promoter reserves the right to substitute the Prizes with any other prize of comparable commercial value.
- 17. Should any dispute arise in relation to the interpretation of the Competition rules, the Promoter's decision shall be final and no correspondence shall be entered into.
- 18. All participants and the winners, as the case may be, indemnify the Promoter, it's advertising agencies, advisers, nominated agents, partners, suppliers and Bottlers of beverages identified by the trademarks owned by or licensed to The Coca-Cola Company, its affiliates and/or associated companies against any and all claims of any nature whatsoever arising out of and/or from their participation in any way howsoever in this Competition (including, as a result of any act or omission, whether as a result of negligence, misrepresentation, misconduct or otherwise on the part of the Promoter and/or use of the prizes).
- 19. The Promoter may require the winners to be identified, photographed and published in printed media, or to appear on radio and television, when accepting their prizes or after having received their prizes. The winners will be given the opportunity to decline to the publication of their images and to participate in the Promoter's marketing material in so far as it relates to the Competition. The Promoter may use the uploaded images in whole or in part, and any reproductions thereof, worldwide for advertising, promotion, publicity or otherwise on any website for any media purpose and for any other lawful purpose whatsoever.
- 20. By entering the Competition, the participants agree that The Coca-Cola Company and its affiliates (including the Promoter, subsidiaries, Bottlers, and joint ventures) may contact the participants via email and through social media platforms to deliver marketing communications regarding their products and promotional activities. The Promoter may also use the personal data collected from the participants as described in the Privacy Policy accessible at www.coca-cola.co.za and that such use may include transfers to the Promoter's affiliates and third party service providers in any country.

- 21. The Promoter may require the winners to complete and submit an information disclosure agreement and indemnification to enable the Promoter to ensure compliance with these Rules and the Consumer Protection Act 68 of 2008. Should any winner refuse or be unable to comply with this rule for any reason, such a winner will be deemed to have rejected the Prize and it shall revert back to the Promoter.
- 22. The Competition is in no way sponsored, endorsed or administrated by, or associated with Facebook, Instagram or Twitter. Participants provide their information to the Promoters and not to Facebook, Instagram or Twitter.
- 23. All queries relating to the Competition can be directed to the Coca-Cola Customer Care Line on 0860 112 526 (Monday Fridays from 8h00 to 17h00). A copy of the Competition rules is available at no cost to the participants and can be downloaded in printable form at www.coca-cola.co.za.